

**Tuesday, November 20, 2012**

**12:00 - 12:50 p.m., Room T-747**

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**"Toward weaving clinical expertise  
in peer-patient conversations online"**

Online health communities provide valuable opportunities for patients to share experiences and support one another. At the same time, health professionals can add valuable information when patients discuss topics that need clinical expertise. In this talk, I present two studies that represent my ongoing effort to solve social and technical challenges in weaving clinical expertise into peer-patient conversations in online community settings. In the first study, I will describe how patients' dynamics are influenced by moderators' participation at WebMD.com's online health communities. In the second study, I will discuss classification techniques to automatically predict patients' questions that need clinical expertise. I end with future work, touching on how my research applies broadly to the study of social media for patient self management.

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Jina Huh is a National Library of Medicine postdoctoral fellow at the University of Washington Department of Biomedical Informatics and Medical Education. She is interested in designing social media for patient self management using social computing, human computer interaction, and text mining research. She received her PhD from the University of Michigan School of Information and a Masters from the Human Computer Interaction Institute at Carnegie Mellon University.